

Growing in Lake Park

*Village of Lake Park
Economic Development
Commission Meeting*

*Meeting Minutes: Thursday, May 16, 2013
Location: Lake Park Community Center
Attendees: Sandy Coughlin, Doug Lucas, Kendall Spence, and Sharon Williams
Absent: John Box
Guest: Margaret Phillips, James Ross and John Ross*

Call to order & Prayer

Sandy called the meeting to order at 6:45 pm and Doug offered a prayer.

Minutes, Announcements & Finance

The April meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council May 11, 2013. The minutes are approved. The approved minutes will be mailed to Mark for the .gov website after tonight.

The EDC March 31 balance \$4483.85 will cover \$4147 expenses: \$455 approved for April workshop, \$1792 approved for Faith Church landscaping and lighting, \$50 unredeemed certificates for Prism and Greyson Steele and \$1800 for the four Volodko bench installations on Creft and Meeting Street. Pending balance of \$336.85. The 2013-14 budget request is \$5000.

Council Comment

- A. Unified Development Ordinance:** Though installed prior to the UDO July 1 effective date, temporary banners have typically not been in place for more than two weeks to announce community events. Sharon reported that a permanent sign will replace total Tranquility's banner by June 15, 2013.
- B. New Stop Signs:** Council voted for stop signs on Creft at both Balsam crossings.

New Business- I

A. Village Development Strategy: Commercial Enhancements

- 1) Signage: The Creft intersection blade sign has been moved and landscaping added.

The

Unionville-Indian Trail sign has also been landscaped. Doug has the solar lighting to install now and will repaint the arrows. Sandy reported that The Children's Lighthouse director, Vickie Holmes was delighted to hear about the renovation, and Kimberly Stahl's concerns on behalf of the LPTA board were also considered. Sandy has offered to attend the board meeting May 21.

- 2) Commercial Core: Kendall introduced James Ross as a prospect for the EDC to advance

a design scale illustration for Meeting Street and Creft Circle enhancements. James is a Graphic Design college sophomore. James showed laptop illustrations of his student design projects. At the rate of \$25 per hour for an estimate of up to 10 hours, James would include actual photography of the Meeting and Creft streetscapes, the new shorter Volodko benches, and any stone and plant material suggestions that Doug will email to James that may be currently compatible with the commercial buildings. Elements to be accommodated in the proposed design would include existing trees, brick paving, building entrances, potential irrigation, as well as suggestions for new placements to develop a more inviting commercial core area that maintains safe accessibility requirements.

By consensus, the EDC requested that he propose a design that could be implemented in phases so that the plan may be implemented over a few budget years. Sandy asked that he alert the EDC before exceeding \$200. Former Mayor, John Ross, volunteered to be available in support of his son's effort. James anticipates having a draft ready for the June 20 EDC meeting.

- 3) Town Center Renewal: Kendall observed that Artha & Associates has begun the pressure washing as a first step to repair and repainting their Town Center property this year.

Old Business

A. Village Development Strategy: 15,000 Direct Mailers

John Box will take up the direct mailer feedback at the May 21 breakfast. Each EDC member is sharing in the phone call reminders on 5/18 or 20. Sandy will send email blasts 5/18.

B. Village Development Strategy: mylakepark.com commercial website (April added)

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25							

C. Village Development Strategy: Monthly Business Leader Meetings

- 1) **April 23 Lunch Program** was well-attended with 13 businesses represented. Mr. Bass presented a lively program about marketing on LinkedIn.
- 2) John needs to confirm Harvey Smith as motivational speaker for **June 25 Lunch** meeting so the EDC (Sandy) can get out the first printed announcement letter now. Mama's Mexican Café could be considered to cater. Bellasera may be available this fall.
- 3) John will confirm the COGnition speaker for the August 20 meeting.
- 4) Sharon will confirm Babette Cauble (HeartLink) for **October 22 Lunch**.

D. Town Center Leasing Update

- 1) Mama's Mexican Café opened May 11 for lunch and evening business Tuesdays - Saturday. Reports of early customers have been very positive. Owner Diana Bonilla is assisted by her daughters Sandra and Jessica and son Brian.

E. Town Center Benches

Kendall indicated Volodko installation is expected this month.

He will advise James Ross of the timing so the placement is included in the draft plan

New Business - 2

Mama's Mexican Café: Margaret Phillips has arranged for first Friday social lunches to start up again now that Lake Park has a café open. In support, she suggested that the monthly business lunches also meet at the café.

Communication & Events Calendar & Kiosk

- A. Email or phone news items to Sandy before the June 14 *Villager* deadline. The next issue can be on www.lakeparknc.gov by the 19th and in homes by June 25
- B. Lake Park events calendar was distributed to the attendees at the April lunch and emailed to all businesses shortly thereafter.
- C. The Kiosk directory is up to date.

Commissioner Comment

- A. Sharon announced that the Saturday May 25 Open House for Total Tranquility and Greyson Steele will also include Mama's Mexican Café and The Fashion Crew. Event hours: 3pm - 6pm.
- B. Plans for at Business Fair/block party are on hold per Sharon.
- C. Doug's dad is in poor health and prayers are welcome.

Next Meetings

**Thursday, June 20, 2013
at Community Center**

**Thursday, July 18, 2013
at Community Center**

Adjourned by consensus at 7:50 pm.